

May 25, 2012

To: Executive Board

Subject: **2012 Dump the Pump Promotion**

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### **Recommendation**

Receive and file a report on Foothill Transit's 2012 Dump the Pump Promotion.

### **Background**

Foothill Transit will join with other public transportation systems nationwide to participate in the seventh annual National Dump the Pump Day on Thursday, June 21. Sponsored by the American Public Transportation Association (APTA), the 2012 National Dump the Pump Day is a day that encourages people to ride public transportation and save money, instead of driving a car. Started in June 2006 when gas prices were \$3 per gallon, this national day emphasizes that public transportation is a great travel option that also helps people save money and the environment.

Since gas prices reached \$4 or more this year, saving money is on everyone's minds and public transportation is the quickest way to beat high gas prices. According to the latest APTA Transit Savings Report, individuals in a two-person household can save an average of more than \$10,000 annually by downsizing to one car.

To help promote Dump the Pump Day and encourage new ridership, Foothill Transit customers will be able to download a single-day, free ride coupon at [foothilltransit.org](http://foothilltransit.org). Foothill Transit team members will be given Dump the Pump shirts and will be on hand at various key locations to help potential new customers navigate the system. In addition, customers purchasing passes at any one of our five Foothill Transit Stores will be given a free Dump the Pump grocery tote.

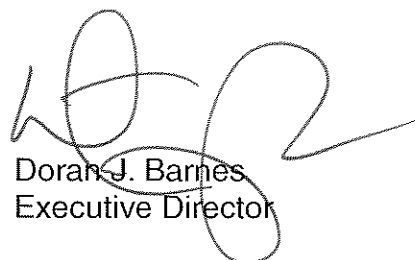
### **Budget Impact**

Due to end-of-month scheduling, we do not anticipate that this one day, free ride offer will significantly impact Foothill Transit pass sales in June. The overall operating budget impact is estimated at \$40,000.

Sincerely,



Felicia Friesema  
Interim Director of Marketing and  
Communications



Doran J. Barnes  
Executive Director